#### **Questionnaire Management Guidelines**

#### Goals:

- One consolidated document to track all model and CQ changes throughout the life of the project
- Questionnaire always matches the live survey
- Easy and error-free way to submit CQ changes
- All changes tracked and reflected in one document (DOT will help)

#### Basic rules:

1 This questionnaire has to match the live survey

**2** All changes to the live measure need to be tracked and archived in **one document** 

3 All CQ change requests have to be submitted using this document

SRA: 1) marks up changes and submits the entire document to DOT

DOT: 1) archives change request on separate tab

2) implements change(s)

3) updates the document to reflect all implemented changes in the "clean" questionnaire - SRA can send to the client and use for future CQ changes

4 DOT safeguards correct formats - your next CQ changes have to be submitted using one survey document with appropriate color-coding

FDIC Main V3

MID: tV9p9408ZQF4UdN5gIUEsg==

Partitioned (Y/N)? Y

NOTE: All non-partitioned surveys will NOT be imputed and the elements will be rotated a default unless otherwise specified and approved by Research.

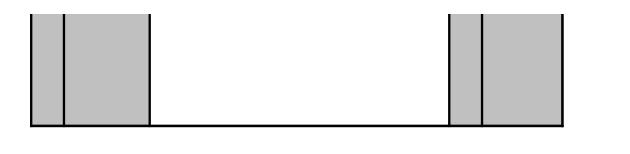
Date: 7/1/2012

MQ Label	ELEMENTS (drivers of satisfaction)
WIQ Label	FDIC Information (1=Poor, 10=Excellent, Don't Know)
FDIC Information -	Please rate the <b>thoroughness of information</b> on this site.
Thoroughness	i lease rate the thoroughness of information on this site.
FDIC Information - Understandable	Please rate how <b>understandable the information is</b> on this site.
FDIC Information - Answers	Please rate how well site information provides answers to your questions.
	Navigation (1=Poor, 10=Excellent, Don't Know)
Navigation - Organized	Please rate how well the site is organized.
Navigation - Options	Please rate the <b>options available for navigating</b> this site.
Navigation - Layout	Please rate how well the site layout helps you find what you are looking for.
Navigation - Clicks	Please rate the <b>number of clicks to get where you want</b> on this site.
Look and Feel - Appeal	Look and Feel (1=Poor, 10=Excellent, Don't Know) Please rate the visual appeal of this site.
	Please rate the <b>balance of graphics and text</b> on this site.
Balance	
Look and Feel - Readability	Please rate the <b>readability of the pages</b> on this site.
	Site Performance (1=Poor, 10=Excellent, Don't Know)
Site Performance - Loading	Please rate how <b>quickly pages load</b> on this site.
Site Performance - Consistency	Please rate the <b>consistency of speed from page to page</b> on this site.
Site Performance - Errors	Please rate the <b>ability to load pages without getting error messages</b> on this si
	Online Transparency (1=Poor, 10=Excellent, Don't Know)
Online Transparency - Disclose	Please rate how <b>thoroughly</b> this site <b>discloses information</b> about what this age doing.
Online Transparency - Quick	Please rate your perception of how quickly agency information is made availal this site.
Online Transparency - Access	Please rate how well information about this agency's actions can be accessed by public on this site.



# FDIC Main V3 he ForeSee CXA methodology to determine scores and impacts

he ForeSee CXA	A methodology to determine scores and im	pacts	
MQ Label	CUSTOMER SATISFACTION		MQ Label
Satisfaction - Overall	Satisfaction What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)		Return
Satisfaction -	How well does this site meet your expectations? (1=Falls Short, 10=Exceeds)		
Satisfaction -	How does this site compare to your idea of an ideal website?		Recommend
	44-Not Vama Glass 40-Nama Glass)		Primary Resource
			Trust - Best Trust - Trustworthy Trust - Do
			Rinht



## **FUTURE BEHAVIORS**

# Return (1=Very Unlikely, 10=Very Likely)

How likely are you to return to this site?

# Recommend (1=Very Unlikely, 10=Very Likely)

How likely are you to **recommend this site to someone else**?

# Primary Resource (1=Very Unlikely, 10=Very Likely)

How likely are you to use this site as your **primary resource** for gathering information about the FDIC or the banking industry?

# Trust (1=Strongly Disagree, 10=Strongly Agree)

I can count on this agency to **act in my best interests.** 

I consider this agency to be trustworthy.

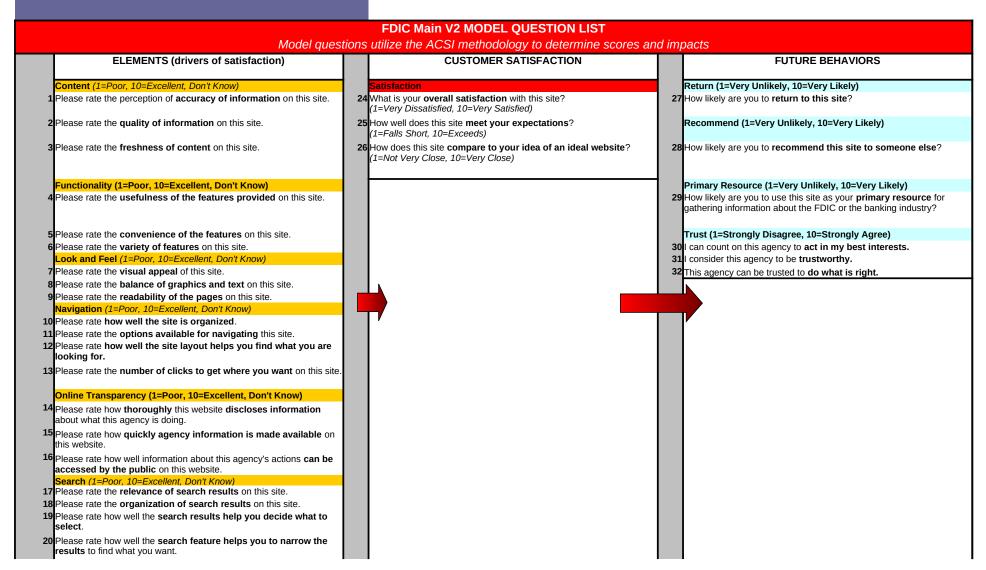
This agency can be trusted to **do what is right.** 

			<del></del>

FDIC Main V2

MID: MsgI0IhI11sQAFFRI1s5Fg==

Date: 5/6/2010



FDIC Main v3

MID: tV9p9408ZQF4UdN5gIUEsg==

Date: July 1, 2012

red & strike-through: DELETE underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING
violet (bold): SKIP-LOGIC

		i bie maii va coatom gozatie					
Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
	How frequently do you visit this site?	First time	1	rop down, select on	Single	у	Skip logic
		Daily					
		Weekly	1				
		Several times a month					
		About once a month					
		Quarterly	1				
		A few times a year or less	1				
	Which of these best describes you?	Analyst/Researcher		prop down, select on	Single	у	Skip logic
	Timon of alloco book accombod year.	Asset Buyer/Investor	†	100 001111, 001001 011	O.i.ig.o	,	Citip logic
		Banker	+				
		Financial Services Professional (e.g., CPA, Auditor, Advisor)	+				
		Bank Regulator/Government Employee	-				
			-				
		General Public (e.g., Retiree, Bank Consumer, Private Citizen)	-				
		Lawyer	-				
		Teacher/ Educator	4				
		Student	4				
		Media					
		Other	Α				
Α	If answered "Other" above, what other role <b>best describes</b> you? ( <i>Please specify</i> )			Text area, no char limit		n	Skip logic
	What is your <b>primary reason</b> for visiting the site today?	Learn about FDIC (e.g., news/alerts, how banks are examined)		Drop down, select one	Single	У	Skip logic
		Review banking laws & regulations					
		Get information on deposit insurance (i.e., FDIC Insurance)					
		Find unclaimed funds	1				
		Research and analysis	1				
		Find information about financial institutions (e.g., ratings, financial	В				
		information)					
		Careers with FDIC	+				
		Learn about real estate and asset sales	+				
		Comment or complain about a bank	+				
			-				
		Financial education materials	4				
		Find information about failed banks					
		Other	Α				
	What specific information about financial institutions were you looking for:			Text field, <100 char		N	Skip logic
Α	What is your other <b>primary reason</b> for visiting?			Text area, no char limit		n	Skip logic
	How did you look for information on/navigate the site today? (Please select all that apply.)	Used the SEARCH function	ZZ, TT	Checkbox, one-up vertical	Multi	Y	
		Top Navigation Bar	1				
		Links within the page					
		Use Quick Links by User	1				
		Use the 'Need Help Finding Information' feature					
		Use the Contact Us link					
		Use the HELP link	-				
			-				
		Use the Site Map	-				
		Send an email through the "Contact Us" email function					
		Call the 1-800 number					
		Other					

FDIC Main v3

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Date: July 1, 2012

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Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions				
ZZ	Did the search feature help you to locate what you were looking for today?	Yes		Radio button, one-up vertical	Single	Y	Skip logic				
		Partially No									
TT	If you could make one improvement to the search feature, which of the following would you make:	None. No search improvements are necessary		Radio button, one-up vertical	Single	Y	Skip logic				
		Narrow results by a specific date									
		Sort results by the most popular to least popular									
		Narrow by searching within the first set of results I receive									
		Search by document type, pdf, .wav., etc.									
		Autofill text input									
		Other improvement suggestion:	D								
D	Other search improvement suggestion:			Text area, no char limit	Single	N	Skip logic				
	How would you describe your navigation experience on this site today? (Please select all that apply.)	I had no difficulty navigating/browsing on this site	\ DOT: mututally '		Lie-up I		DOT: mututally		Multi	Y	Skip logic
		Links often did not take me where I expected									
		Had difficulty finding relevant information  Links/labels are difficult to understand	В								
		Too many links/navigational options to choose from									
		Had technical difficulties (error messages, broken links, etc.)									
		Could not navigate back to previous information									
_		I had a navigation difficulty not listed above:	Α								
Α	Other navigation difficulty:					N	Skip logic				
В	What specific links/labels were difficult to understand?					N	Skip logic				

FDIC Main v3

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QID	Skip Logic	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
EDO02686	Lubei	How frequently do you visit this site?	First time		Drop down, select on		У	Skip logic
22002000		l l l l l l l l l l l l l l l l l l l	Daily	1	1 00 00000	og.o	,	Cp logic
			Weekly					
			Several times a month	1				
			About once a month					
			Quarterly					
			A few times a year or less					
EDO02688		Which of these best describes you?	Analyst/Researcher		prop down, select on	Single	у	Skip logic
			Asset Buyer/Investor					
			Banker					
			Financial Services Professional (e.g., CPA, Auditor, Advisor)					
			Bank Regulator/Government Employee					
			General Public (e.g., Retiree, Bank Consumer, Private Citizen)					
			Lawyer					
			Teacher/ Educator					
			Student					
			Media					
			Other	Α				
EDO02689	Α	If answered "Other" above, what other role <b>best describes</b> you? ( <i>Please specify</i> )			Text area, no char limit		n	Skip logic
EDO02690		What is your <b>primary reason</b> for visiting the site today?	Get current FDIC news, announcements & alerts		Drop down, select one	Single	У	Skip logic
			Learn about FDIC (e.g., news/alerts, how banks are examined)					
			Review banking laws & regulations					
			Get information on deposit insurance (i.e., FDIC Insurance)					
			Find unclaimed funds					
			Research and analysis					
			Find financial product information					
			Find information about financial institutions (e.g., ratings, financial information)	В				
			Review upcoming conferences & events					
			Learn about Careers with FDIC					
			Learn how FDIC examines banks					

FDIC Main v3

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
			Review enforcement decisions and orders- Find guidelines, forms or instructions - for what?					
			Learn about real estate and asset sales					
			Use consumer assistance - is this different from education materials?					
			Comment or complain about a bank					
			Financial education materials					
			Review consumer & community affairs					
			Find information about failed banks Other	Α				
EDO02691	В	What specific information about financial institutions were you looking for:	Oute		Text field, <100 char		N	Skip logic
EDO02692	А	What is your other <b>primary reason</b> for visiting? ( <i>Please</i> specify)			Text area, no char limit		n	Skip logic
EDO02693		How did you look for information on/navigate the site today? (Please select all that apply.)	Used the SEARCH function	ZZ, TT	Checkbox, one-up vertical	Multi	Y	
1			Top Navigation Bar					
			Links within the page					
			Use Quick Links by User					
			Use the 'Need Help Finding Information' feature					
			Use the Contact Us link					
			Use the HELP link					
			Use the Site Map					
			Send an email through the "Contact Us" email function					
			Call the 1-800 number					
'			Other					
ACQCol0006390		Did you use the search feature during your visit today?	Yes	A, B, C	Radio button, one- up vertical	Single	¥	Skip logic
			<del>No -</del> -					
			Don't recall					
ACQCol0006391	<del>A,</del> ZZ	Did the search feature help you to locate what you were looking for today?	Yes		Radio button, one-up vertical	Single	Y	Skip logic
			Partially					
			No					
ACQCol0006392	B, TT	If you could make one improvement to the search feature, which of the following would you make:	None. No search improvements are necessary		Radio button, one-up vertical	Single	Y	Skip logic
			Narrow results by a specific date					
			Sort results by the most popular to least popular	DOT	mututally			
			Narrow by searching within the first set of results	I rece excl	usive			
			Search by document type, pdf, .wav., etc.					
			Autofill text input					
			Other improvement suggestion:	D				
ACQCol0006393	D	Other search improvement suggestion:			Text area, no char limit	Single	N	Skip logic
ACQCol0006394	e	How can we make the search feature more useful to you?			Text area, no char limit	Single	¥	Skip logic

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
ACQCol0006403		How would you describe your navigation experience on this site today? (Please select all that apply.)	I had no difficulty navigating/browsing on this site Links often did not take me where I expected Had difficulty finding relevant information Links/labels are difficult to understand Too many links/navigational options to choose fro Had technical difficulties (error messages, broken Could not navigate back to previous information I had a navigation difficulty not listed above:	B DO exc	Checkbox, one-up vertical T: mututally lusive	Multi	Y	Skip logic
ACQCol0006404	Α	Other navigation difficulty:					N	Skip logic
ACQCol0006405	В	What specific links/labels were difficult to understand?					N	Skip logic
ACQCol0006406		What specific ways can we improve your experience navigating/browsing on this site?			Text area, no char limit	Single	N	
EDO03719		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)		7	ext area, no char lim	iŧ	Н	
EDO02700		Do you use an RSS news reader?	Yes		Radio button, one- up vertical	Single	¥	
			<del>No</del>					
			Not sure					
EDO02701		What social media site do you use most often?	<del>You Tube</del>		Drop down, select one	Single	¥	
			Twitter					
			<del>Facebook</del>					
			<del>LinkedIn</del>					
			Other					
			I don't use any					

FDIC Main V2

MID: Msgl0lhl11sQAFFRl1s5Fg==

Date: 5/7/10

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			FDIC Main V2 COSTOM QUESTION EIST						
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to		Single or Multi	Required Y/N	Special Instructi ons	
EDO02686		How frequently do you visit this site?	First time Daily		Drop down, select on	Single	у	Skip logic	
			Weekly						
			Several times a month	1					
			About once a month						
			Quarterly	1					
			A few times a year or less						
EDO02688		Which of these best describes you?	Analyst/Researcher		Drop down, select on	Single	у	Skip logic	
			Asset Buyer/Investor						
			Banker						
			Bank Regulator/Government Employee						
			Bank Customer/Consumer/Depositor						
			General Public						
			Lawyer						
			Teacher/ Educator						
			Student						
			Other	Α					
EDO02689	Α	If answered "Other" above, what other role <b>best describes</b> you? ( <i>Please specify</i> )			Text area, no char limit		n	Skip logic	
EDO02690		What is your <b>primary reason</b> for visiting the site today?	Get current FDIC news, announcements & alerts		Drop down, select one	Single	У	Skip logic	
			Learn about FDIC						
			Review banking laws & regulations						
			Get information on deposit insurance						
			Find unclaimed funds						
			Research and analysis						
			Find financial product information						
			Find information about financial institutions	В					
			Review upcoming conferences & events						
			Learn about careers with FDIC						
			Learn how FDIC examines banks						

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructi ons
			Review enforcement decisions and orders					
			Find guidelines, forms or instructions					
			Learn about real estate and asset sales					
			Use consumer assistance					
			Education Materials					
			Review consumer & community affairs					
			Find information about failed banks					
			Other	Α				
EDO02691	В	What specific information about financial institutions were you looking for?			Text field, <100 char		N	Skip logic
EDO02692	Α	What is your other <b>primary reason</b> for visiting? ( <i>Please specify</i> )			Text area, no char limit		n	Skip logic
EDO02693		How did you look for information on/navigate the site today? (Please select all that apply.)	Used the SEARCH function		Checkbox, one-up vertical	Multi	Y	
			Top Navigation Bar					
			Links within the page					
			Use Quick Links by User					
			Use the 'Need Help Finding Information' feature					
			Use the Contact Us link					
			Use the HELP link					
			Use the Site Map					
			Send an email through the "Contact Us" email function					
			Call the 1-800 number					
•			Other					
EDO02694		Did you <b>find the information</b> that you were looking for today?	Yes		Radio button, one- up vertical	Single	Y	OPS
			No	В				
			Partially	В				
EDO02695	В	Please tell us <b>what specifically</b> were you looking for?			Text area, no char limit			OPS
ACQCol0006403		How would you describe your navigation experience on this site today? (Please select all that apply.)	I had no difficulty navigating/browsing on this site		Checkbox, one-up vertical	Multi	Y	Skip logic
			Links often did not take me where I expected					
			Had difficulty finding relevant information					
			Links/labels are difficult to understand	В				
			Too many links/navigational options to choose from					
			Had technical difficulties (error messages, broken links, etc.)	_				
			Could not navigate back to previous information	_				
			I had a navigation difficulty not listed above:	A				
ACQCol0006404	Α	Other navigation difficulty:						Skip logic
ACQCol0006405	В	What specific links/labels were difficult to understand?						Skip logic
ACQCol0006406		What specific ways can we improve your experience			Text area, no char	Single	N	CKIP IOGIC
		navigating/browsing on this site?			limit			
ACQCol0006390		Did you use the search feature during your visit today?	Yes	A, B, C	Radio button, one- up vertical	Single	Y	Skip logic
			No					
			Don't recall					
ACQCol0006391	Α	Did the search feature help you to locate what you were looking for today?	Yes		Radio button, one-up vertical	Single	Y	Skip logic

FDIC Main V2

MID: Msgl0lhl11sQAFFRl1s5Fg==

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructi ons
ACQCol0006392	В	If you could make one improvement to the search feature, which of the following would you make:	Narrow results by a specific date  Sort results by the most popular to least popular  Narrow by searching within the first set of results I receive  Search by document type, pdf, .wav., etc.		Radio button, one-up vertical	Single	Y	Skip logic
ACQCol0006393	D	Other search improvement suggestion:	Other improvement suggestion:	D	Text area, no char	Single	Y	Skip logic
ACQCol0006394	С	How can we make the search feature more useful to you?			limit Text area, no char limit	Single	Y	Skip logic
EDO03719		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)		Т	Text area, no char lim	it	N	
EDO02700		Do you use an <b>RSS news reader</b> ?	Yes		Radio button, one- up vertical	Single	Y	
			No Not sure					
EDO02701		What social media site do you use most often?	You Tube		Drop down, select one	Single	Υ	
			Twitter	_				
			Facebook LinkedIn	-				
			Other	1				
			I don't use any	1				
ACQCol0006418	В	Would you use a mobile device to access this website?	Yes		Radio button, one- up vertical	Single	¥	Skip Logic

FDIC Main V2

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructi ons
EDO02686		How frequently do you visit this site?	First time		Drop down, select on	Single	У	Skip logic
			Daily					
			Weekly					
			Several times a month					
			About once a month					
			Quarterly					
			A few times a year or less					
EDO02688		Which of these <b>best describes</b> you?	Analyst/Researcher		Drop down, select on	Single	У	Skip logic
			Asset Buyer/Investor					
			Banker					
			Bank Regulator/Government Employee					
			Bank Customer/Consumer/Depositor					
			Lawyer					
			Teacher/ Educator					
			Student					
			Other	Α				
EDO02689	Α	If answered "Other" above, what other role <b>best describes</b> you? ( <i>Please specify</i> )			Text area, no char limit		n	Skip logic
EDO02690		What is your <b>primary reason</b> for visiting the site today?	Get current FDIC news, announcements & alerts		Drop down, select one	Single	У	Skip logic
			Learn about FDIC					
			Review banking laws & regulations					
			Get information on deposit insurance					
			Research and analysis					
			Find financial product information					
			Find information about financial institutions	В				
			Review upcoming conferences & events					
			Learn about careers with FDIC					
			Learn how FDIC examines banks					

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			Use consumer assistance					
			Education Materials					
			Review consumer & community affairs					
			Find information about failed banks					
			Other	Α				
EDO02691	В	What specific information about financial institutions were you looking for?			Text field, <100 char		N	Skip logic
EDO02692	Α	What is your other <b>primary reason</b> for visiting? ( <i>Please specify</i> )			Text area, no char limit		n	Skip logic
EDO02693		How did you look for information on/navigate the site today? (Please select all that apply.)	Used the SEARCH function		Checkbox, one-up vertical	Multi	Y	
			Top Navigation Bar					
			Links within the page					
			Use Quick Links by User					
			Use the 'Need Help Finding Information' feature					
			Use the Contact Us link					
			Use the HELP link					
			Use the Site Map					
			Send an email through the "Contact Us" email function					
			Call the 1-800 number					
•			Other					
EDO02694		Did you <b>find the information</b> that you were looking for today?	Yes		Radio button, one- up vertical	Single	Y	OPS
			No	В				
			Partially	В				
EDO02695	В	Please tell us <b>what specifically</b> were you looking for?			Text area, no char limit			OPS
ACQCol0006403		How would you describe your navigation experience on this site today? (Please select all that apply.)	I had no difficulty navigating/browsing on this site		Checkbox, one-up vertical	Multi	Y	Skip logic
			Links often did not take me where I expected					
			Had difficulty finding relevant information					
			Links/labels are difficult to understand	В				
			Too many links/navigational options to choose from					
			Had technical difficulties (error messages, broken links, etc.)	_				
			Could not navigate back to previous information	_				
			I had a navigation difficulty not listed above:	A				
ACQCol0006404	Α	Other navigation difficulty:						Skip logic
ACQCol0006405	В	What specific links/labels were difficult to understand?						Skip logic
ACQCol0006406		What specific ways can we improve your experience			Text area, no char	Single	N	CKIP IOGIC
		navigating/browsing on this site?			limit			
ACQCol0006390		Did you use the search feature during your visit today?	Yes	A, B, C	Radio button, one- up vertical	Single	Y	Skip logic
			No					
			Don't recall					
ACQCol0006391	Α	Did the search feature help you to locate what you were looking for today?	Yes		Radio button, one-up vertical	Single	Y	Skip logic

FDIC Main V2

MID: Msgl0lhl11sQAFFRl1s5Fg==

Date: 5/7/10

red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING
violet (bold): SKIP-LOGIC

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructi ons
ACQCol0006392	В	If you could make one improvement to the search feature, which of the following would you make:	Narrow results by a specific date  Sort results by the most popular to least popular  Narrow by searching within the first set of results I receive  Search by document type, pdf, .wav., etc.		Radio button, one-up vertical	Single	Y	Skip logic
ACQCol0006393	D	Other search improvement suggestion:	Other improvement suggestion:	D	Text area, no char	Single	Y	Skip logic
ACQCol0006394	С	How can we make the search feature more useful to you?			limit Text area, no char limit	Single	Y	Skip logic
EDO03719		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)		Т	Text area, no char lim	it	N	
EDO02700		Do you use an <b>RSS news reader</b> ?	Yes		Radio button, one- up vertical	Single	Y	
			No Not sure					
EDO02701		What social media site do you use most often?	You Tube		Drop down, select one	Single	Υ	
			Twitter	_				
			Facebook LinkedIn	-				
		Other	1					
			I don't use any	1				
ACQCol0006418	В	Would you use a mobile device to access this website?	Yes		Radio button, one- up vertical	Single	¥	Skip Logic

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			1 Die Maii V2 doc Fem Gezerien Eier	,				_
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructi ons
EDO02686		How frequently do you visit this site?	First time		prop down, select on	Single	у	Skip logic
			Daily					
			Weekly					
			Several times a month					
			About once a month					
			Quarterly					
			A few times a year or less					
EDO02688		Which of these <b>best describes</b> you?	Analyst/Researcher		prop down, select on	Single	У	Skip logic
			Asset Buyer/Investor					
			Banker					
			Bank Regulator/Government Employee					
			Bank Customer/Consumer/Depositor					
			Lawyer					
			Teacher/ Educator					
			Student					
			Other	Α				
EDO02689	Α	If answered "Other" above, what other role <b>best describes</b> you? ( <i>Please specify</i> )			Text area, no char limit		n	Skip logic
EDO02690		What is your <b>primary reason</b> for visiting the site today?	Get current FDIC news, announcements & alerts		Drop down, select one	Single	У	Skip logic
			Learn about FDIC					
			Review banking laws & regulations					
			Get information on deposit insurance					
			Research and analysis					
			Find financial product information					
			Find information about financial institutions	В				
			Review upcoming conferences & events					
			Learn about careers with FDIC					
			Learn how FDIC examines banks					

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructi ons
			Review enforcement decisions and orders					
			Find guidelines, forms or instructions					
			Learn about real estate and asset sales					
			Use consumer assistance					
			Education Materials					
			Review consumer & community affairs					
			Find information about failed banks					
EDO02691	В	What specific information about financial institutions were	Other	A	Text field, <100		N	Skip logic
		you looking for?			char			, ,
EDO02692	Α	What is your other <b>primary reason</b> for visiting? ( <i>Please specify</i> )			Text area, no char limit		n	Skip logic
EDO02693		How did you look for information on/navigate the site today? (Please select all that apply.)	Used the SEARCH function		Checkbox, one-up vertical	Multi	Y	
			Top Navigation Bar					
			Links within the page					
			Use Quick Links by User					
			Use the 'Need Help Finding Information' feature					
			Use the Contact Us link					
			Use the HELP link					
			Use the Site Map					
			Send an email through the "Contact Us" email function					
			Call the 1-800 number					
			Other					
EDO02694		Did you <b>find the information</b> that you were looking for today?	Yes		Radio button, one- up vertical	Single	Y	OPS
			No	В				
			Partially	В				
EDO02695	В	Please tell us <b>what specifically</b> were you looking for?			Text area, no char limit			OPS
ACQCol0006403		How would you describe your navigation experience on this site today? (Please select all that apply.)	I had no difficulty navigating/browsing on this site		Checkbox, one-up vertical	Multi	Y	Skip logic
			Links often did not take me where I expected					
			Had difficulty finding relevant information					
			Links/labels are difficult to understand	В				
			Too many links/navigational options to choose from	_				
			Had technical difficulties (error messages, broken links, etc.)					
			Could not navigate back to previous information					
			I had a navigation difficulty not listed above:	A				
ACQCol0006404	Α	Other navigation difficulty:						Skip logic
ACQCol0006405	В	What specific links/labels were difficult to understand?						Skip logic
ACQCol0006406		What specific ways can we improve your experience navigating/browsing on this site?			Text area, no char limit	Single	N	
ACQCol0006390		Did you use the search feature during your visit today?	Yes	A, B, C	Radio button, one- up vertical	Single	Υ	Skip logic
			No					
			Don't recall					
ACQCol0006391								1
ACQCol0006391	Α	Did the search feature help you to locate what you were looking for today?	Yes		Radio button, one-up vertical	Single	Y	Skip logic

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructi ons
ACQCol0006392	В	If you could make one improvement to the search feature, which of the following would you make:	Narrow results by a specific date  Sort results by the most popular to least popular  Narrow by searching within the first set of results I receive  Search by document type, pdf, .wav., etc.		Radio button, one-up vertical	Single	Y	Skip logic
ACQCol0006393	D	Other search improvement suggestion:	Other improvement suggestion:	D	Text area, no char	Single	Y	Skip logic
ACQCol0006394	С	How can we make the search feature more useful to you?			limit Text area, no char limit	Single	Y	Skip logic
EDO03719		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)		Т	Text area, no char lim	it	N	
EDO02700		Do you use an <b>RSS news reader</b> ?	Yes		Radio button, one- up vertical	Single	Y	
			No Not sure					
EDO02701		What social media site do you use most often?	You Tube		Drop down, select one	Single	Υ	
			Twitter	_				
			Facebook LinkedIn	-				
		Other	1					
			I don't use any	1				
ACQCol0006418	В	Would you use a mobile device to access this website?	Yes		Radio button, one- up vertical	Single	¥	Skip Logic

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QID	Skip Logic	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructi ons
EDO02686		How frequently do you visit this site?	First time		Prop down, select on	Single	у	Skip logic
			Daily					' -
			Weekly					
			Several times a month					
			About once a month					
			Quarterly					
			A few times a year or less					
EDO02688		Which of these best describes you?	Analyst/Researcher		Prop down, select on	Single	У	Skip logic
			Asset Buyer/Investor					
			Banker					
			Bank Regulator/Government Employee					
			Bank Customer/Consumer/Depositor					
			Lawyer					
			Student					
			Other	Α				
EDO02689	Α	If answered "Other" above, what other role <b>best describes</b> you? ( <i>Please specify</i> )			Text area, no char limit		n	Skip logic
EDO02690		What is your <b>primary reason</b> for visiting the site today?	Get current FDIC news, announcements & alerts		Drop down, select one	Single	У	Skip logic
			Learn about FDIC					
			Review banking laws & regulations					
			Get information on deposit insurance					
			Research and analysis					
			Find financial product information					
			Find information about financial institutions	В				
			Review upcoming conferences & events					
			Learn about careers with FDIC					
			Learn how FDIC examines banks					

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructi ons
			Review enforcement decisions and orders					
			Find guidelines, forms or instructions					
			Learn about real estate and asset sales					
			Use consumer assistance					
			Review consumer & community affairs	-				
			Find information about failed banks	_				
EDO02691	В	What specific information about financial institutions were	Other	Α	Text field, <100		N	Chin Ingia
		you looking for?			char			Skip logic
EDO02692	Α	What is your other <b>primary reason</b> for visiting? ( <i>Please specify</i> )			Text area, no char limit		n	Skip logic
EDO02693		How did you look for information on/navigate the site today? (Please select all that apply.)	Used the SEARCH function		Checkbox, one-up vertical	Multi	Y	
•			Top Navigation Bar					
1			Links within the page					
			Use Quick Links by User					
			Use the 'Need Help Finding Information' feature					
			Use the Contact Us link					
			Use the HELP link					
			Use the Site Map					
			Send an email through the "Contact Us" email function					
			Call the 1-800 number					
			Other		_ "	a		
EDO02694		Did you <b>find the information</b> that you were looking for today?	Yes		Radio button, one- up vertical	Single	Y	OPS
			No No	В				
			Partially	В				
EDO02695	В	Please tell us <b>what specifically</b> were you looking for?			Text area, no char limit			OPS
ACQCol0006403		How would you describe your navigation experience on this site today? (Please select all that apply.)	I had no difficulty navigating/browsing on this site		Checkbox, one-up vertical	Multi	Y	Skip logic
			Links often did not take me where I expected					
			Had difficulty finding relevant information					
			Links/labels are difficult to understand	В				
			Too many links/navigational options to choose from					
			Had technical difficulties (error messages, broken links, etc.)					
			Could not navigate back to previous information					
			I had a navigation difficulty not listed above:	Α				
ACQCol0006404	Α	Other navigation difficulty:						Skip logic
ACQCol0006405	В	What specific links/labels were difficult to understand?						Skip logic
ACQCol0006406		What specific ways can we improve your experience navigating/browsing on this site?			Text area, no char limit	Single	N	
ACQCol0006390		Did you use the search feature during your visit today?	Yes	A, B, C	Radio button, one- up vertical	Single	Y	Skip logic
			No Don't recall					
ACQCol0006391	Α	Did the search feature help you to locate what you were	Yes		Radio button,	Single	Y	Skip logic
7.00000031		looking for today?			one-up vertical	Sirigic		OKIP IOGIC
			Partially					
			No				raSaa Dacul	

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			T DIO INGIN VE COCTOIN QUESTION EIGT					
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instruct ons
ACQCol0006392	В	which of the following would you make:	Narrow results by a specific date		Radio button, one-up vertical	Single	Y	Skip logic
			Sort results by the most popular to least popular					
			Narrow by searching within the first set of results I receive					
			Search by document type, pdf, .wav., etc.					
			Other improvement suggestion:	D				
ACQCol0006393		Other search improvement suggestion:			Text area, no char limit	Single	Y	Skip logic
ACQCol0006394	С	How can we make the search feature more useful to you?			Text area, no char limit	Single	Y	Skip logic
EDO03719		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)		٦	ext area, no char lim	t	N	
EDO02700		Do you use an RSS news reader?	Yes		Radio button, one- up vertical	Single	Y	
			No					
			Not sure					
EDO02701		What social media site do you use most often?	You Tube		Drop down, select one	Single	Υ	
			Twitter					
			Facebook					
			LinkedIn					
			Other					
			I don't use any					
ACQCol0006395		Do you use a mobile device to access the Internet?	<del>Yes</del>	A, B	Radio button, one- up vertical	Single	¥	Skip Logi
			<del>No</del>					
ACQCol0006396	A	What type of mobile device do you use?			<del>Drop down, select</del>	Single	¥	Skip Logi
			Android		<del>one</del>			
			<del>iPhone</del>					
			<del>iPad</del>					
			Windows Mobile					
			<del>Blackberry</del>					
			Other, please specify	Đ				
ACQCol0006397		Other mobile device			Text area, no char limit	Single	Н	Skip Logi
ACQCol0006418	B		Yes		Radio button, one- up vertical	Single	¥	Skip Logi
			<del>No</del>					

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructi ons
EDO02686		How frequently do you visit this site?	First time		prop down, select on	Single	у	Skip logic
			Daily			· ·	_	' '
			Weekly	Ī				
			Several times a month					
			About once a month					
			Quarterly					
			A few times a year or less					
EDO02688		Which of these best describes you?	Analyst/Researcher		prop down, select on	Single	у	Skip logic
			Asset Buyer					
			Asset Buyer/Investor					
			Banker					
			Bank Regulator/Government Employee					
			Bank Customer/Consumer/Depositor					
			Auditor					
			Banking Professional					
			Bank Regulator					
			Consultant					
			Consumer/Depositor					
			Finance/Investment Professional					
			Government Employee					
			Investor					
			Lawyer					
			Sales Professional					
			Student					
			Other	Α				
EDO02689	A	If answered "Other" above, what other role <b>best describes</b> you? ( <i>Please specify</i> )			Text area, no char limit		n	Skip logic
EDO02690		What is your <b>primary reason</b> for visiting the site today?	Get current FDIC news, announcements & alerts		Drop down, select one	Single	у	Skip logic
			Learn about FDIC					
			Review banking laws & regulations					
			Get information on deposit insurance					
			Research and analysis					
			Find financial product information					
			Find information about financial institutions	В				
			Review upcoming conferences & events					
			Learn about careers with FDIC					
			Learn how FDIC examines banks					

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructi ons
			Review enforcement decisions and orders					
			Find guidelines, forms or instructions					
			Learn about real estate and asset sales					
			Use consumer assistance					
			Review consumer & community affairs	-				
			Find information about failed banks	_				
EDO02691	В	What specific information about financial institutions were	Other	Α	Text field, <100		N	Chin Ingia
		you looking for?			char			Skip logic
EDO02692	Α	What is your other <b>primary reason</b> for visiting? ( <i>Please specify</i> )			Text area, no char limit		n	Skip logic
EDO02693		How did you look for information on/navigate the site today? (Please select all that apply.)	Used the SEARCH function		Checkbox, one-up vertical	Multi	Y	
•			Top Navigation Bar					
1			Links within the page					
			Use Quick Links by User					
			Use the 'Need Help Finding Information' feature					
			Use the Contact Us link					
			Use the HELP link					
			Use the Site Map					
			Send an email through the "Contact Us" email function					
			Call the 1-800 number					
			Other		_ "	a		
EDO02694		Did you <b>find the information</b> that you were looking for today?	Yes		Radio button, one- up vertical	Single	Y	OPS
			No No	В				
			Partially	В				
EDO02695	В	Please tell us <b>what specifically</b> were you looking for?			Text area, no char limit			OPS
ACQCol0006403		How would you describe your navigation experience on this site today? (Please select all that apply.)	I had no difficulty navigating/browsing on this site		Checkbox, one-up vertical	Multi	Y	Skip logic
			Links often did not take me where I expected					
			Had difficulty finding relevant information					
			Links/labels are difficult to understand	В				
			Too many links/navigational options to choose from					
			Had technical difficulties (error messages, broken links, etc.)					
			Could not navigate back to previous information					
			I had a navigation difficulty not listed above:	Α				
ACQCol0006404	Α	Other navigation difficulty:						Skip logic
ACQCol0006405	В	What specific links/labels were difficult to understand?						Skip logic
ACQCol0006406		What specific ways can we improve your experience navigating/browsing on this site?			Text area, no char limit	Single	N	
ACQCol0006390		Did you use the search feature during your visit today?	Yes	A, B, C	Radio button, one- up vertical	Single	Y	Skip logic
			No Don't recall					
ACQCol0006391	Α	Did the search feature help you to locate what you were	Yes		Radio button,	Single	Y	Skip logic
7.00000031		looking for today?			one-up vertical	Sirigic		OKIP IOGIC
			Partially					
			No				raSaa Dacul	

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructi ons
ACQCol0006392		which of the following would you make:	Narrow results by a specific date  Sort results by the most popular to least popular  Narrow by searching within the first set of results I receive  Search by document type, pdf, .wav., etc.  Other improvement suggestion:	D	Radio button, one-up vertical	Single	Y	Skip logic
ACQCol0006393	D	Other search improvement suggestion:			Text area, no char limit	Single	Y	Skip logic
ACQCol0006394		How can we make the search feature more useful to you?			Text area, no char limit	Single	Υ	Skip logic
EDO03719		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)		1	ext area, no char lim	it	N	
EDO02700			Yes No Not sure		Radio button, one- up vertical	Single	Y	
EDO02701		What social media site do you use most often?	You Tube  Twitter Facebook LinkedIn Del.icio.us Other I don't use any		Drop down, select one	Single	Y	
ACQCol0006395		Do you use a mobile device to access the Internet?	Yes No	A, B	Radio button, one- up vertical	Single	Y	Skip Logic
ACQCol0006396		What type of mobile device do you use?	Android iPhone iPad Windows Mobile Blackberry Palm Pre Symbian Other, please specify	D	Drop down, select one	Single	Y	Skip Logic
ACQCol0006397	D	Other mobile device			Text area, no char limit	Single	N	Skip Logic
ACQCol0006418	В	Would you use a mobile device to access this website?	Yes No		Radio button, one- up vertical	Single	Y	Skip Logic

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			FDIC Main V2 CUSTOM QUESTION LIST					
QID	Skip Logic	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Specia Instruct ons
EDO02686		How frequently do you visit this site?	First time		Drop down, select on	Single	у	Skip logi
			Daily		'		'	' '
			Weekly					
			Several times a month					
			About once a month					
			Quarterly					
			A few times a year or less					
DO02687		What is your age?	17 and under		Radio button, one- up vertical	single	¥	
			<del>18-24</del>					
			<del>25-34</del>					
			<del>35-44</del>					
			<del>45-54</del>					
			<del>55-64</del>					
			65 and over					
			I prefer not to respond					
DO02688	Which of these best describes you?	Analyst/Researcher		prop down, select on	Single	У	Skip log	
			Asset Buyer					
			Auditor					
			Banking Professional					
			Bank Regulator					
			Consultant					
			Consumer/Depositor					
			Finance/Investment Professional					
			Government Employee					
			Investor					
			Lawyer					
			Sales Professional					
			Student					
			Other	Α				
DO02689	A	If answered "Other" above, what other role <b>best describes</b> you? ( <i>Please specify</i> )			Text area, no char limit		n	Skip log
DO02690		What is your <b>primary reason</b> for visiting the site today?	Get current FDIC news, announcements & alerts		Drop down, select one	Single	У	Skip log
			Learn about FDIC					
			Review banking laws & regulations					
			Get information on deposit insurance					
			Research and analysis					
			Find financial product information					
			Find information about financial institutions	В				
			Review upcoming conferences & events					
			Learn about careers with FDIC					
			Learn how FDIC examines banks					

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructi ons
			Review enforcement decisions and orders					
			Find guidelines, forms or instructions					
			Learn about real estate and asset sales					
			Use consumer assistance					
			Review consumer & community affairs					
			Find information about failed banks					
			Other	Α				
EDO02691	В	What specific information about financial institutions were you looking for?			Text field, <100 char		N	Skip logic
EDO02692	Α	What is your other <b>primary reason</b> for visiting? ( <i>Please specify</i> )			Text area, no char limit		n	Skip logic
EDO02693		How did you look for information on/navigate the site today? (Please select all that apply.)	Used the SEARCH function		Checkbox, one-up vertical	Multi	Y	
1			Top Navigation Bar					
I			Links within the page	1				
			Use Quick Links by User					
			Use the 'Need Help Finding Information' feature					
			Use the Contact Us link					
			Use the HELP link					
			Use the Site Map					
			Send an email through the "Contact Us" email function					
			Call the 1-800 number	-				
•			Other					
ACQCol0006402		Which of these method(s) led you to the information/product you were looking for?	Used the SEARCH function		Checkbox, one-up vertical	Multi	¥	
1			Top Navigation Bar					
1			Links within the page					
			Use Quick Links by User-	1				
			Use the 'Need Help Finding Information' feature					
			Use the Contact Us link					
			Use the HELP link					
			Use the Site Map	1				
			Send an email through the "Contact Us" email function					
			Call the 1-800 number					
1			Other	1				
•			Don't Recall-	1				
I			None of these	1				
EDO02694		Did you <b>find the information</b> that you were looking for	Yes		Radio button, one-	Single	Υ	OPS
		today?			up vertical	Cigic		0,0
		,	No	В				
			Partially	В				
EDO02695	В	Please tell us <b>what specifically</b> were you looking for?	. constant		Text area, no char			OPS
ACQCol0006403		How would you describe your navigation experience on			Checkbox, one-up	Multi	Υ	Skip logic
		this site today? (Please select all that apply.)	I had no difficulty navigating/browsing on this site		vertical			Tanp logic
		ino one today: (r lease select all that apply.)	Links often did not take me where I expected		1 2 1 100			
			Had difficulty finding relevant information	_				
			Links/labels are difficult to understand	В				
			Too many links/navigational options to choose from					
			Had technical difficulties (error messages, broken links, etc.)					

FDIC Main V2

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Date: 5/7/10

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pink: ADDITION

blue + -->: REWORDING
violet (bold): SKIP-LOGIC

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructi ons
			Could not navigate back to previous information	_				
ACQCol0006404	Α	Other navigation difficulty:	I had a navigation difficulty not listed above:	A				Skip logic
ACQCol0006405		What specific links/labels were difficult to understand?						Skip logic
ACQCol0006406		What specific ways can we improve your experience			Text area, no char	Single	N	Skip logi
4CQC010000400		navigating/browsing on this site?			limit	Sirigie	l iv	
ACQCol0006390		Did you use the search feature during your visit today?	Yes	A, B, C	Radio button, one- up vertical	Single	Y	Skip logi
			No Don't recall					
ACQCol0006391		Did the search feature help you to locate what you were looking for today?	Yes		Radio button, one-up vertical	Single	Y	Skip logi
			Partially No					
ACQCol0006392		which of the following would you make:	Narrow results by a specific date		Radio button, one-up vertical	Single	Y	Skip logi
			Sort results by the most popular to least popular					
			Narrow by searching within the first set of results I receive					
			Search by document type, pdf, .wav., etc.					
			Other improvement suggestion:	D				
ACQCol0006393	D	Other search improvement suggestion:			Text area, no char limit	Single	Y	Skip logi
ACQCol0006394	С	How can we make the search feature more useful to you?			Text area, no char limit	Single	Y	Skip logi
EDO03716		Please rank the top 3 factors that brought you to the FDIC website today. (Rank 1 = Most important) Rank 1	Message/recommendation from a friend on a social network-	-	<del>Prop down, select on</del>	Single-	¥	Rank Gro
			<del>Video I saw on YouTube</del>					
			Internet blogs or discussion forums				Adjust T	emplate/9
			Advertising on social networks (Facebook, My Space, Twitter)					Randomi
			Message directly from the company on a social network					
			Mobile phone text messages or alerts					
			Instant Message from a friend or colleague Search engine	-				
			Bookmark/Favorite	-				
			Another website/link					
			Brochure					
			Email from my banker					
			E-mail from FDIC Online Subscription Service					
			Newspaper article					
			Prior experience with FDIC					
			Business Card					
			Other government agency-	-				Arrah
			Den't know Other	-				Anchor
<del>DO03717</del>		Rank 2	Other Message/recommendation from a friend on a social network-		Prop down, select on	Single-	N	Anchor Rank Gre
DOUGITT		IXCHIX Z	Video I saw on YouTube	'	Trop down, Sciect Off	Jiligie	4	ank Old
			Internet blogs or discussion forums				Adjust T	<del>emplate/S</del>
			Advertising on social networks (Facebook, My Space, Twitter)				.,	Randomi
			Message directly from the company on a social network					

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructi ons
			Mobile phone text messages or alerts	_				
			Instant Message from a friend or colleague					
			Search engine	-				
			Bookmark/Favorite					
			Another website/link	-				
			Brochure					
			Email from my banker					
			E-mail from FDIC Online Subscription Service					
			Newspaper article					
			Prior experience with FDIC					
			Business Card					
			Other government agency					
			<del>Don't know</del>					Anchor
			<del>Other</del>					Anchor
EDO03718		Rank 3	Message/recommendation from a friend on a social network		<del>Prop down, select on</del>	Single-	N	Rank Grou
			<del>Video I saw on YouTube</del>					
			Internet blogs or discussion forums				Adjust To	mplate/S
			Advertising on social networks (Facebook, My Space, Twitter)					Randomiz
			Message directly from the company on a social network					
			Mobile phone text messages or alerts	1				
			Instant Message from a friend or colleague					
			Search engine					
			Bookmark/Favorite	1				
			Another website/link	1				
			Brochure					
			Email from my banker					
			E-mail from FDIC Online Subscription Service	1				
			Newspaper article					
			Prior experience with FDIC					
			Business Card					
			Other government agency-					
			Don't know					Anchor
				-				Anchor
ED 000740		Marian la anni alian della della consiste di anni aliante della de	Other				N.	Anchor
EDO03719		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)			ext area, no char lim		N	
EDO02700		Do you use an RSS news reader?	Yes		Radio button, one- up vertical	Single	Y	
			No					
			Not sure					
EDO02701		What social media site do you use most often?	You Tube		Drop down, select one	Single	Y	
			Twitter	1				
			Facebook	1				
			LinkedIn	-				
			Del.icio.us	1				
				-				
			Other	-				
	-	Management and another office of the COVID-10-10	I don't use any		Total and a	-1		
EDO02702		If you are not <b>primarily</b> using the FDIC website as your resource to gather information, which <b>other website or</b>			Text area, no char limit	single	n	
		resource are you using? (Please specify)						

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructi ons
EDO02703		What is the <b>primary reason</b> for using the above mentioned website or company to gather your information? (Please specify)			Text area, no char limit	single	<del>n</del>	
ACQCol0006395		Do you use a mobile device to access the Internet?	Yes No	A, B	Radio button, one- up vertical	Single	Y	Skip Logic
ACQCol0006396	A		Android iPhone iPad Windows Mobile Blackberry Palm Pre Symbian Other, please specify	D	Drop down, select one	Single	Y	Skip Logic
ACQCol0006397	D	Other mobile device			Text area, no char limit	Single	N	Skip Logic
ACQCol0006418	В	Would you use a mobile device to access this website?	Yes No	E	Radio button, one- up vertical	Single	Y	Skip Logic
ACQCol0006407	e	What information would you like to see on the mobile website?			Text area, no char limit	Single	Н	Skip Logic
EDO02704		What other types of information do you think should be available on this site? (Please specify)			Text area, no char limit	single	n	

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QID	Skip Logic	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instruct ons
EDO02686		How frequently do you visit this site?	First time		Drop down, select on	Single	у	Skip logi
			Daily					
			Weekly					
			Several times a month					
			About once a month					
			Quarterly					
			A few times a year or less					
EDO02687		What is your age?	17 and under		Radio button, one- up vertical	single	Y	
			18-24		'	Ū		
			25-34					
			35-44					
			45-54					
			55-64					
			65 and over					
			I prefer not to respond					
EDO02688		Which of these best describes you?	Analyst/Researcher		Drop down, select on	Single	у	Skip logi
2002000		Which of these <b>best describes</b> you:	Asset Buyer	_	Drop down, Sciect on	Sirigic	, y	Okip log
			Auditor	=				
			Banking Professional					
			Bank Regulator					
			Consultant	=				
			Consumer/Depositor					
			Finance/Investment Professional					
			Government Employee					
			Investor	=				
			Lawyer	-				
			Sales Professional					
			Student					
			Other	A				
EDO02689	Α	If answered "Other" above, what other role best describes you? (Please specify)	Other		Text area, no char		n	Skip logi
EDO02690		What is your <b>primary reason</b> for visiting the site today?	Get current FDIC news, announcements & alerts		Drop down, select one	Single	у	Skip logi
			Learn about FDIC					
			Review banking laws & regulations					
			Get information on deposit insurance					
			Research and analysis					
			Find financial product information	7				
			Find information about financial institutions	В				
			Review upcoming conferences & events	1 -				
			Learn about careers with FDIC					

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructi ons
			Review enforcement decisions and orders					
			Find guidelines, forms or instructions					
			Learn about real estate and asset sales					
			Use consumer assistance					
			Review consumer & community affairs					
			Find information about failed banks					
			Other	Α	T (5.11 400			01: 1 :
EDO02691	В	What specific information about financial institutions were you looking for?			Text field, <100 char		N	Skip logic
EDO02692	А	What is your other <b>primary reason</b> for visiting? ( <i>Please specify</i> )			Text area, no char limit		n	Skip logic
EDO02693		How did you look for information on/navigate the site today? (Please select all that apply.)	Used the SEARCH function		Checkbox, one-up vertical	Multi	Y	
			Top Navigation Bar					
			Links within the page					
			Use Quick Links by User					
			Use the 'Need Help Finding Information' feature					
			Use the Contact Us link					
			Use the HELP link					
			Use the Site Map					
			Send an email through the "Contact Us" email function					
			Call the 1-800 number					
			Other					
ACQCol0006402		Which of these method(s) led you to the information/product you were looking for?	Used the SEARCH function		Checkbox, one-up vertical	Multi	Y	
_			Top Navigation Bar					
			Links within the page					
			Use Quick Links by User					
			Use the 'Need Help Finding Information' feature					
			Use the Contact Us link					
			Use the HELP link					
			Use the Site Map					
			Send an email through the "Contact Us" email function					
			Call the 1-800 number					
			Other					
			Don't Recall					
			None of these					
EDO02694		Did you <b>find the information</b> that you were looking for today?	Yes		Radio button, one- up vertical	Single	Y	OPS
			No	В				
			Partially	В				
EDO02695	В	Please tell us <b>what specifically</b> were you looking for?			Text area, no char limit			OPS
ACQCol0006403		How would you describe your navigation experience on			Checkbox, one-up	Multi	Υ	Skip logic
		this site today? (Please select all that apply.)	I had no difficulty navigating/browsing on this site		vertical			
			Links often did not take me where I expected					
			Had difficulty finding relevant information					
			Links/labels are difficult to understand	В				
			Too many links/navigational options to choose from					
			Had technical difficulties (error messages, broken links, etc.)					
			,, ,, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			-	i roSoo Docult	o Confide

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructi ons
			Could not navigate back to previous information					
	_		I had a navigation difficulty not listed above:	Α				
ACQCol0006404	Α	Other navigation difficulty:						Skip logic
ACQCol0006405	В	What specific links/labels were difficult to understand?						Skip logic
ACQCol0006406		What specific ways can we improve your experience navigating/browsing on this site?			Text area, no char limit	Single	N	
ACQCol0006390		Did you use the search feature during your visit today?	Yes	A, B, C	Radio button, one- up vertical	Single	Y	Skip logic
			No Don't recall					
ACQCol0006391	Α	Did the search feature help you to locate what you were looking for today?	Yes		Radio button, one-up vertical	Single	Y	Skip logic
			Partially No					
ACQCol0006392	В	If you could make one improvement to the search feature, which of the following would you make:	Narrow results by a specific date		Radio button, one-up vertical	Single	Y	Skip logic
			Sort results by the most popular to least popular					
			Narrow by searching within the first set of results I receive					
			Search by document type, pdf, .wav., etc.					
			Other improvement suggestion:	D				
ACQCol0006393	D	Other search improvement suggestion:			Text area, no char limit	Single	Y	Skip logic
ACQCol0006394	С	How can we make the search feature more useful to you?			Text area, no char limit	Single	Y	Skip logic
EDO03716		Please rank the top 3 factors that brought you to the FDIC website today. (Rank 1 = Most important) Rank 1	Message/recommendation from a friend on a social network	ı	prop down, select on	Single	Y	Rank Group
			Video I saw on YouTube					
			Internet blogs or discussion forums				Adjust T	emplate/Sty
			Advertising on social networks (Facebook, My Space, Twitter)					Randomize
			Message directly from the company on a social network					
			Mobile phone text messages or alerts					
			Instant Message from a friend or colleague					
			Search engine Bookmark/Favorite					
			Another website/link					
			Brochure					
			Email from my banker					
			E-mail from FDIC Online Subscription Service					
			Newspaper article					
			Prior experience with FDIC					
			Business Card					
			Other government agency					
			Don't know					Anchor
			Other					Anchor
EDO03717		Rank 2	Message/recommendation from a friend on a social network Video I saw on YouTube		Drop down, select on	Single	N	Rank Group
			Internet blogs or discussion forums				Adjust T	emplate/Sty
			Advertising on social networks (Facebook, My Space, Twitter)					Randomize
			Message directly from the company on a social network				 	to Confide

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EDO03718  Rank 3  EDO03719  If you heard about this website from a social network please specify the site (i.e. Facebook, Twitter)  EDO02700  Do you use an RSS news reader?  EDO02701  What social media site do you use most often?	Mobile phone text messages or alerts Instant Message from a friend or colleague Search engine Bookmark/Favorite Another website/link Brochure Email from my banker E-mail from FDIC Online Subscription Service Newspaper article Prior experience with FDIC Business Card Other government agency Don't know Other Message/recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) Message directly from the company on a social network Mobile phone text messages or alerts		Drop down, select on			
EDO03719  If you heard about this website from a social network please specify the site (i.e. Facebook, Twitter)  EDO02700  Do you use an RSS news reader?	Search engine Bookmark/Favorite Another website/link Brochure Email from my banker E-mail from FDIC Online Subscription Service Newspaper article Prior experience with FDIC Business Card Other government agency Don't know Other Message/recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) Message directly from the company on a social network		Drop down, select on			
EDO03719  If you heard about this website from a social network please specify the site (i.e. Facebook, Twitter)  EDO02700  Do you use an RSS news reader?	Bookmark/Favorite Another website/link Brochure Email from my banker E-mail from FDIC Online Subscription Service Newspaper article Prior experience with FDIC Business Card Other government agency Don't know Other Message/recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) Message directly from the company on a social network		Drop down, select on			
EDO03719  If you heard about this website from a social netword please specify the site (i.e. Facebook, Twitter)  EDO02700  Do you use an RSS news reader?	Another website/link Brochure Email from my banker E-mail from FDIC Online Subscription Service Newspaper article Prior experience with FDIC Business Card Other government agency Don't know Other Message/recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) Message directly from the company on a social network		Drop down, select on			
EDO03719  If you heard about this website from a social network please specify the site (i.e. Facebook, Twitter)  EDO02700  Do you use an RSS news reader?	Brochure Email from my banker E-mail from FDIC Online Subscription Service Newspaper article Prior experience with FDIC Business Card Other government agency Don't know Other Message/recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) Message directly from the company on a social network		Drop down, select on			
EDO03719  If you heard about this website from a social network please specify the site (i.e. Facebook, Twitter)  EDO02700  Do you use an RSS news reader?	Email from my banker E-mail from FDIC Online Subscription Service Newspaper article Prior experience with FDIC Business Card Other government agency Don't know Other Message/recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) Message directly from the company on a social network		Drop down, select on			
EDO03719  If you heard about this website from a social network please specify the site (i.e. Facebook, Twitter)  EDO02700  Do you use an RSS news reader?	E-mail from FDIC Online Subscription Service  Newspaper article Prior experience with FDIC Business Card Other government agency Don't know Other  Message/recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) Message directly from the company on a social network		Drop down, select on			
EDO03719  If you heard about this website from a social network please specify the site (i.e. Facebook, Twitter)  EDO02700  Do you use an RSS news reader?	Newspaper article Prior experience with FDIC Business Card Other government agency Don't know Other Message/recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) Message directly from the company on a social network		Drop down, select on			
EDO03719  If you heard about this website from a social netword please specify the site (i.e. Facebook, Twitter)  EDO02700  Do you use an RSS news reader?	Prior experience with FDIC Business Card Other government agency Don't know Other Message/recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) Message directly from the company on a social network		Drop down, select on			
EDO03719  If you heard about this website from a social netword please specify the site (i.e. Facebook, Twitter)  EDO02700  Do you use an RSS news reader?	Business Card Other government agency Don't know Other Message/recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) Message directly from the company on a social network		Drop down, select on			
EDO03719  If you heard about this website from a social network please specify the site (i.e. Facebook, Twitter)  EDO02700  Do you use an RSS news reader?	Other government agency Don't know Other Message/recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) Message directly from the company on a social network		Prop down, select on			
EDO03719  If you heard about this website from a social network please specify the site (i.e. Facebook, Twitter)  EDO02700  Do you use an RSS news reader?	Don't know Other Message/recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) Message directly from the company on a social network		Drop down, select on			
EDO03719  If you heard about this website from a social netword please specify the site (i.e. Facebook, Twitter)  EDO02700  Do you use an RSS news reader?	Other  Message/recommendation from a friend on a social network  Video I saw on YouTube Internet blogs or discussion forums  Advertising on social networks (Facebook, My Space, Twitter)  Message directly from the company on a social network		Drop down, select on			
EDO03719  If you heard about this website from a social netword please specify the site (i.e. Facebook, Twitter)  EDO02700  Do you use an RSS news reader?	Message/recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) Message directly from the company on a social network		Drop down, select on			Anchor
EDO03719  If you heard about this website from a social netword please specify the site (i.e. Facebook, Twitter)  EDO02700  Do you use an RSS news reader?	Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) Message directly from the company on a social network		Drop down, select on			Anchor
please specify the site (i.e. Facebook, Twitter)  Do you use an RSS news reader?	Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) Message directly from the company on a social network			Single	N	ank Grou
pléase specify the site (i.e. Facebook, Twitter)  EDO02700  Do you use an RSS news reader?	Advertising on social networks (Facebook, My Space, Twitter) Message directly from the company on a social network					
pléase specify the site (i.e. Facebook, Twitter)  EDO02700  Do you use an RSS news reader?	Message directly from the company on a social network				Adjust Te	mplate/St
please specify the site (i.e. Facebook, Twitter)  Do you use an RSS news reader?						Randomiz
please specify the site (i.e. Facebook, Twitter)  Do you use an RSS news reader?	Mobile phone text messages or alerts					
please specify the site (i.e. Facebook, Twitter)  Do you use an RSS news reader?	production to the moddaged of diend					
please specify the site (i.e. Facebook, Twitter)  Do you use an RSS news reader?	Instant Message from a friend or colleague					
please specify the site (i.e. Facebook, Twitter)  Do you use an RSS news reader?	Search engine					
please specify the site (i.e. Facebook, Twitter)  Do you use an RSS news reader?	Bookmark/Favorite					
pléase specify the site (i.e. Facebook, Twitter)  EDO02700  Do you use an RSS news reader?	Another website/link					
please specify the site (i.e. Facebook, Twitter)  EDO02700  Do you use an RSS news reader?	Brochure					
pléase specify the site (i.e. Facebook, Twitter)  EDO02700  Do you use an RSS news reader?	Email from my banker					
pléase specify the site (i.e. Facebook, Twitter)  EDO02700  Do you use an RSS news reader?	E-mail from FDIC Online Subscription Service					
pléase specify the site (i.e. Facebook, Twitter)  EDO02700  Do you use an RSS news reader?	Newspaper article					
pléase specify the site (i.e. Facebook, Twitter)  EDO02700  Do you use an RSS news reader?	Prior experience with FDIC					
pléase specify the site (i.e. Facebook, Twitter)  EDO02700  Do you use an RSS news reader?	Business Card					
pléase specify the site (i.e. Facebook, Twitter)  EDO02700  Do you use an RSS news reader?	Other government agency					
pléase specify the site (i.e. Facebook, Twitter)  EDO02700  Do you use an RSS news reader?	Don't know					Anchor
pléase specify the site (i.e. Facebook, Twitter)  EDO02700  Do you use an RSS news reader?	Other					Anchor
Do you use an RSS news reader?			Text area, no char lim	it	N	7 1101101
EDO02701 What social media site do you use most often?	Yes		Radio button, one- up vertical	Single	Y	
EDO02701 What social media site do you use most often?	No					
EDO02701 What social media site do you use most often?	Not sure					
	You Tube		Drop down, select one	Single	Y	
	Twitter					
	Facebook					
	LinkedIn					
	Del.icio.us					
EDO02702 If you are not <b>primarily</b> using the FDIC website as	Del.icio.us Other	1	Text area, no char	single	n	
resource are you using? (Please specify)	Del.icio.us Other I don't use any		limit	Sirigie	"	

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructi ons
EDO02703		What is the <b>primary reason</b> for using the above mentioned website or company to gather your information? ( <i>Please specify</i> )			Text area, no char limit	single	n	
ACQCol0006395		.,	Yes No	A, B	Radio button, one- up vertical	Single	Y	Skip Logic
ACQCol0006396	A	What type of mobile device do you use?	Android iPhone iPad Windows Mobile Blackberry Palm Pre Symbian Other, please specify	D	Drop down, select one	Single	Y	Skip Logic
ACQCol0006397	D	Other mobile device			Text area, no char limit	Single	N	Skip Logic
ACQCol0006418	В	,	Yes No	С	Radio button, one- up vertical	Single	Y	Skip Logic
ACQCol0006407		What information would you like to see on the mobile website?			Text area, no char limit	Single	N	Skip Logic
EDO02704		What <b>other types of information</b> do you think should be available on this site? ( <i>Please specify</i> )			Text area, no char limit	single	n	

FDIC Main V2

MID: Msgl0lhl11sQAFFRl1s5Fg==

Date: 5/7/10

red & strike-through: DELETE underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING
violet (bold): SKIP-LOGIC

	Τ							
QID	Skip Logic	Question Text	Answer Choices (limited to 50 characters)	Skin to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
EDO02686	Laber	How frequently do you visit this site?	First time	Skip to	Drop down, select one	Single	у	Skip logic
		liter in equality as you than and one.			Brop down, coloct one	og.o	,	Citip logic
			Daily	B, C				
			Weekly	B, C				
			Several times a month	B, C				
			About once a month	B, C				
			Quarterly A few times a year or less	B, C				
ACQCol0003470	B-	Please select the statement which best describes your	It is easier to find what I am looking for		Radio button, one-up	Single	N-	Skip logie
AcQc010003470	D D	experience with the new FDIC site redesign:	it is easier to find what I am looking for		vertical	onigie	N-	okip logic
			It is harder to find what I am looking for	1				
			My experience is no different when looking for information on	1				
			the new site					
ACQCol0003471	e	Please tell us what you think of the new FDIC site:			Text area, no char limit		<del>N-</del>	<del>Skip logic</del>
EDO02687		What is your age?	17 and under		Radio button, one-up			
1					vertical	single	Y	
			18-24					
			25-34 35-44					
			45-54					
			55-64					
			65 and over					
			I prefer not to respond					
EDO02688		Which of these best describes you?	Analyst/Researcher		Drop down, select one	Single	у	Skip logic
			Asset Buyer					
			Auditor					
			Banking Professional					
			Bank Regulator					
			Consultant Consumer/Depositor					
			Finance/Investment Professional					
			Government Employee					
			Investor					
			Lawyer					
			Sales Professional					
			Student					
<b>ED 000000</b>			Other	Α				01
EDO02689	Α	If answered "Other" above, what other role <b>best describes</b> you? ( <i>Please specify</i> )			Text area, no char limit		n	Skip logic
EDO02690		What is your <b>primary reason</b> for visiting the site today?	Get current FDIC news, announcements & alerts		Drop down, select one	Single	У	Skip logic
			Learn about FDIC					
			Review banking laws & regulations	-				
			Get information on deposit insurance					
			Research and analysis Find financial product information	+				
			Find information about financial institutions	В				
			Review upcoming conferences & events					
			Learn about careers with FDIC					
			Learn how FDIC examines banks					

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
			Review enforcement decisions and orders					
			Find guidelines, forms or instructions					
			Learn about real estate and asset sales					
			Use consumer assistance					
			Review consumer & community affairs					
			Find information about failed banks					
			Other	Α				
DO02691	В	What specific information about financial institutions were you looking for?			Text field, <100 char		N	Skip logic
DO02692	Α	What is your other <b>primary reason</b> for visiting? ( <i>Please</i> specify)			Text area, no char limit		n	Skip logic
DO02693		How did you look for information on/navigate the site today? (Please select all that apply.)	Used the SEARCH function		Checkbox, one-up vertical	Multi	Y	
			Navigation Menu					
			Top Navigation Bar					
			Links within the page					
			Use Quick Links by User					
			Use the 'Need Help Finding Information' feature					
			Use the Contact Us link					
			Use the HELP link					
			Use the Site Map					
			Send an email through the "Contact Us" email function					
			Call the 1-800 number					
			Other					
		Which of these method(s) led you to the information/product you were looking for?			Checkbox, one-up vertical	Multi	Y	
			Top Navigation Bar					
			Links within the page					
			Use Quick Links by User					
			Use the 'Need Help Finding Information' feature					
			Use the Contact Us link	_				
			Use the HELP link					
			Use the Site Map					
	1		Send an email through the "Contact Us" email function					
	1		Call the 1-800 number					
	1		Other	_				
	1		None of these	_				
			Don't Recall					
DO02694		Did you <b>find the information</b> that you were looking for today?	Yes		Radio button, one-up vertical	Single	Y	OPS
			No	В				
			Partially	В				
DO02695	В	Please tell us <b>what specifically</b> were you looking for?			Text area, no char limit			OPS
DO02696		Did you use the Search feature on FDIC.gov?	Yes	A	Radio button, one-up vertical	Single	¥	Skip Logic Group
DO02697	A	Please describe your search experience today.	Ne I did not experience any issues with Search Returned too many results		Drop down, select one	single	n	Skip Logic Group
			returned too many results					

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
			Results were not helpful Returned results that were too similar/redundant Could not find 'Help' for search I was not sure what words to use in my search					
			Results were not relevant to my search terms/needs Search speed was too slow Other					
EDO02698	A	Please describe your navigation experience	l-did not experience any navigation issues Links/labels-are difficult to understand		Drop down, select one	single	¥	
			Could not determine the best link on most pages					
			Could not navigate back to previous information Would often feel lost, not know where I was					
			Had difficulty finding related information					
			Too many links or navigational choices					
			Links did not take me where I expected					
			Had difficulty finding detailed information					
			Had technical difficulties (broken links, error messages)					
			Navigation did not support what I was trying to accomplish					
			<del>Other</del>		0 11			01: 1 :
		How would you describe your navigation experience on this site today? (Please select all that apply.)	I had no difficulty navigating/browsing on this site		Checkbox, one-up vertical	Multi	Y	Skip logic
			Links often did not take me where I expected					
			Had difficulty finding relevant information					
			Links/labels are difficult to understand	В				
			Too many links/navigational options to choose from					
			Had technical difficulties (error messages, broken links, etc.)  Could not navigate back to previous information					
			I had a navigation difficulty not listed above:	A				
	Α		That a navigation difficulty not listed above.		Drop down, select one		Υ	Skip logic
		Other navigation difficulty:			Drop dom, coloct one		·	Chap logic
	В	What specific links/labels were difficult to understand?			Drop down, select one		Y	Skip logic
		What specific ways can we improve your experience navigating/browsing on this site?			Text area, no char limit	Single	N	
		Did you use the search feature during your visit today?	Yes	A, B, C	Radio button, one-up vertical	Single	Y	Skip logic
			No					
			Don't recall					
	А	Did the search feature help you to locate what you were looking for today?	Yes		Radio button, one-up vertical	Single	Y	Skip logic
			Partially No					
	В	If you could make one improvement to the search feature, which of the following would you make:	Narrow results by a specific date		Radio button, one-up vertical	Single	Y	Skip logic
			Sort results by the most popular to least popular					
			Narrow by searching within the first set of results I receive					
			Search by document type, pdf, .wav., etc.					
			Other improvement suggestion:	D				
			,					

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
	D	Other search improvement suggestion:	Open-ended		Text area, no char	Single	Y	Skip logic
	С	How can we make the search feature more useful to you?	Open-ended		Text area, no char	Single	Y	Skip logic
EDO03716		Please rank the top 3 factors that brought you to the FDIC website today. (Rank 1 = Most important) Rank 1	Message/recommendation from a friend on a social network		Drop down, select one	Single	Y	Rank Group
			Video I saw on YouTube					
			Internet blogs or discussion forums				Adjı	st Template/Style SI
			Advertising on social networks (Facebook, My Space, Twitter)					Randomize
			Message directly from the company on a social network					
			Mobile phone text messages or alerts					
			Instant Message from a friend or colleague	-				
			Search engine					
			Bookmark/Favorite Another website/link					
			Brochure					
			Email from my banker	-				
			E-mail from FDIC Online Subscription Service					
			Newspaper article					
			Prior experience with FDIC					
			Business Card					
			Other government agency					
			Don't know					Anchor
			Other					Anchor
EDO03717		Rank 2	Message/recommendation from a friend on a social network		Drop down, select one	Single	N	Rank Group
			Video I saw on YouTube					
			Internet blogs or discussion forums				Adjı	st Template/Style SI
			Advertising on social networks (Facebook, My Space, Twitter)					Randomize
			Message directly from the company on a social network	]				
			Mobile phone text messages or alerts					
			Instant Message from a friend or colleague					
			Search engine Bookmark/Favorite					
			Another website/link					
			Brochure	-				
			Email from my banker					
			E-mail from FDIC Online Subscription Service					
			Newspaper article					
			Prior experience with FDIC					
			Business Card					
			Other government agency					
			Don't know					Anchor
ED000740		David O	Other		Door door	OiI-		Anchor
EDO03718		Rank 3	Message/recommendation from a friend on a social network		Drop down, select one	Single	N	Rank Group
			Video I saw on YouTube					
			Internet blogs or discussion forums				Adji	st Template/Style SI

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	QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (coloct from list)	Single or Multi	Required Y/N	Special Instructions
	עוט	Labei	Question Text	,	Skip to	Type (select from list)	Multi	Y/IN	Randomize
				Advertising on social networks (Facebook, My Space, Twitter)					Randomize
				Message directly from the company on a social network					
				Mobile phone text messages or alerts					
				Instant Message from a friend or colleague					
				Search engine					
				Bookmark/Favorite					
				Another website/link					
				Brochure					
				Email from my banker					
				E-mail from FDIC Online Subscription Service					
				Newspaper article					
				Prior experience with FDIC					
				Business Card					
				Other government agency					
				Don't know					Anchor
				Other					Anchor
EDO	003719		If you heard about this website from a social network,	Circi		Text area, no char limit		N	C
	505715		please specify the site (i.e. Facebook, Twitter)			Text area, 110 chai iii iii		"	Ĭ
EDO	002700		Do you use an <b>RSS news reader</b> ?	Yes		Radio button, one-up	Single	Y	
						vertical			
				No					
				Not sure					
EDO	002701		What social media site do you use most often?	You Tube		Drop down, select one	Single	Y	
				Twitter					
				Facebook					
				LinkedIn					
				Del.icio.us					
				Other	İ				
				I don't use any					
EDO	002702		If you are not <b>primarily</b> using the FDIC website as your	r don't doo dily		Text area, no char limit	single	n	
			resource to gather information, which other website or resource are you using? (Please specify)						
EDO	002703		What is the <b>primary reason</b> for using the above mentioned			Text area, no char limit	single	n	
	J02103		website or company to gather your information? (Please			Text area, 110 char illillic	Sirigie	"	
			specify)	Yes		- P 1 4	Cinala	Y	Chin Logio
			Do you use a mobile device to access the Internet?	Yes	A, B	Radio button, one-up vertical	Single	Y	Skip Logic
				No		701.100.1			
		Α	What type of mobile device do you use?			Drop down, select	Single	Υ	Skip Logic
				Android		one			
				Dhone					
				iPhone					
				Windows Mobile					
				Blackberry					
				Palm Pre					
				Symbian					
				Other, please specify	D				

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
	D	Other Interact			Text area, no char limit	Single	N	Skip Logic
	В	Would you use a mobile device to access this website?	Yes	С	Radio button, one-up vertical	Single	Y	Skip Logic
			No					
	С	What information would you like to see on the mobile website?			Text area, no char limit	Single	N	Skip Logic
EDO02704		What <b>other types of information</b> do you think should be available on this site? ( <i>Please specify</i> )			Text area, no char limit	single	n	

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			<u>.                                      </u>				
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
EDO02686		How <b>frequently</b> do you visit this site?	First time Daily Weekly Several times a month About once a month Quarterly	B, C B, C B, C B, C	Drop down, select one	Single	У
	В	Please select the statement which best describes your experience with the new FDIC site redesign:	A few times a year or less  It is easier to find what I am looking for  It is harder to find what I am looking for  My experience is no different when looking for information on the new site		Radio button, one-up vertical	Single	N
	С	Please tell us what you think of the new FDIC site:			Text area, no char limit		N
EDO02687		What is your age?	17 and under 18-24 25-34 35-44 45-54 55-64 65 and over I prefer not to respond		Radio button, one-up vertical	single	Y
EDO02688		Which of these <b>best describes</b> you?	Analyst/Researcher Asset Buyer Auditor Banking Professional Bank Regulator Consultant Consumer/Depositor Finance/Investment Professional Government Employee Investor Lawyer Sales Professional Student Other	A	Drop down, select one	Single	У
EDO02689	Α	If answered "Other" above, what other role <b>best describes</b> you? ( <i>Please</i> specify)			Text area, no char limit		n
EDO02690		What is your <b>primary reason</b> for visiting the site today?	Get current FDIC news, announcements & alerts Learn about FDIC Review banking laws & regulations Get information on deposit insurance Research and analysis Find financial product information Find information about financial institutions Review upcoming conferences & events Learn about careers with FDIC Learn how FDIC examines banks	В	Drop down, select one	Single	У

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			Review enforcement decisions and orders				
			Find guidelines, forms or instructions				
			Learn about real estate and asset sales				
			Use consumer assistance				
			Review consumer & community affairs				
			Find information about failed banks				
			Other	Α			
EDO02691	В	What specific information about financial institutions were you looking for?			Text field, <100 char		N
EDO02692	Α	If answered "Other" above, what is your other <b>primary reason</b> for visiting? ( <i>Please specify</i> )			Text area, no char limit		n
EDO02693		How do you primarily look for information on this site?	Used the SEARCH function		Checkbox, one-up vertical	Single	у
i							
			Novinction Many	+			
ı			Navigation Menu	4			
			Links within the page	-			
			Use Quick Links by User	-			
			Use the Contact Us link	4			
			Use the HELP link	4			
			Use the Site Map	1			
			Send an email through the "Contact Us" email function	-			
			Call the 1-800 number				
EDO02694		Did you <b>find the information</b> that you were looking for today?	Yes		Radio button, one-up vertical	Single	Y
			No	В			
			Partially	В			
EDO02695	В	Please tell us what specifically were you looking for?			Text area, no char limit		
EDO02696		Did you use the Search feature on FDIC.gov?	Yes	Α	Radio button, one-up vertical	Single	Y
			No				
EDO02697	Α	Please describe your search experience today.	I did not experience any issues with Search		Drop down, select one	single	n
			Returned too many results				
			Returned no results/not enough results				
			Results were not helpful				
			Returned results that were too similar/redundant				
			Could not find 'Help' for search				
			I was not sure what words to use in my search				
			Results were not relevant to my search terms/needs				
			Search speed was too slow				
			Other				
EDO02698	Α	Please describe your navigation experience	I did not experience any navigation issues		Drop down, select one	single	Y
			Links/labels are difficult to understand				
			Could not determine the best link on most pages				
			Could not navigate back to previous information				
			Would often feel lost, not know where I was				
			Had difficulty finding related information				
			Too many links or navigational choices				
			Links did not take me where I expected				
			Had difficulty finding detailed information				
			Had technical difficulties (broken links, error messages)				
			Navigation did not support what I was trying to accomplish				
			Other				
	1						

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
EDO03716		Please rank the top 3 factors that brought you to the FDIC website today. (Rank $\bf 1$ = Most important) Rank $\bf 1$	Message/recommendation from a friend on a social network	·	Drop down, select one	Single	Y
			Video I saw on YouTube	1			
			Internet blogs or discussion forums				Adju
			Advertising on social networks (Facebook, My Space, Twitter)				,
			Message directly from the company on a social network				
			Mobile phone text messages or alerts				
			Instant Message from a friend or colleague				
			Search engine				
			Bookmark/Favorite				
			Another website/link				
			Brochure				
			Email from my banker				
			E-mail from FDIC Online Subscription Service				
			Newspaper article				
			Prior experience with FDIC				
			Business Card				
			Other government agency				
			Don't know	_			
ED000717		David 0	Other		Duran davina and and area	Circula.	
EDO03717		Rank 2	Message/recommendation from a friend on a social network	_	Drop down, select one	Single	N
			Video I saw on YouTube Internet blogs or discussion forums	_			Adju
			Advertising on social networks (Facebook, My Space, Twitter)	-			Aujt
			Message directly from the company on a social network	-			
			Mobile phone text messages or alerts	-			
			Instant Message from a friend or colleague	-			
			Search engine	-			
			Bookmark/Favorite	-			
			Another website/link				
			Brochure				
			Email from my banker				
			E-mail from FDIC Online Subscription Service				
			Newspaper article				
			Prior experience with FDIC				
			Business Card				
			Other government agency				
			Don't know				
			Other				
EDO03718		Rank 3	Message/recommendation from a friend on a social network		Drop down, select one	Single	N
			Video I saw on YouTube				
			Internet blogs or discussion forums				Adju
			Advertising on social networks (Facebook, My Space, Twitter)	1			
			Message directly from the company on a social network				
			Mobile phone text messages or alerts				
			Instant Message from a friend or colleague				
			Search engine	-			
			Bookmark/Favorite				
			Another website/link	-			
			Brochure				

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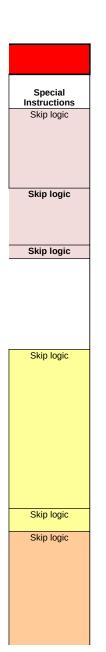
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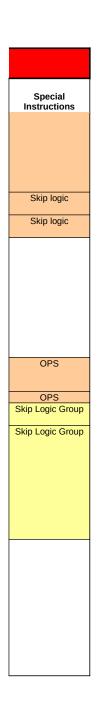
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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			Email from my banker				
			E-mail from FDIC Online Subscription Service				
			Newspaper article				
			Prior experience with FDIC				
			Business Card				
			Other government agency				
			Don't know				
			Other				
EDO03719		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)			Text area, no char limit		N
EDO02700		Do you use an <strong>RSS news reader</strong> ?	Yes		Radio button, one-up vertical	Single	Υ
			No		-		
			Not sure				
EDO02701		<strong>What social media site</strong> do you use most often?	You Tube		Drop down, select one	Single	Y
			Twitter		-	_	
			Facebook				
			Linkedin				
			Del.icio.us				
			Other				
			I don't use any				
EDO02702		If you are not <b>primarily</b> using the FDIC website as your resource to gather information, which <b>other website or resource</b> are you using? ( <i>Please specify</i> )			Text area, no char limit	single	n
EDO02703		What is the <b>primary reason</b> for using the above mentioned website or company to gather your information? ( <i>Please specify</i> )			Text area, no char limit	single	n
EDO02704		What <b>other types of information</b> do you think should be available on this site? ( <i>Please specify</i> )			Text area, no char limit	single	n







ıst Template/Style Sl Randomize

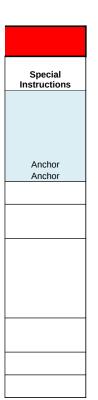
> Anchor Anchor Rank Group

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> Anchor Anchor

Rank Group

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QID	Label	Question Text	(limited to 50 characters)	Skip to	Type (select from list)	Multi	Y/N
EDO02686		How frequently do you visit this site?	First time	4	Drop down, select one	Single	У
			Daily	1			
			Weekly	4			
			Several times a month	4			
			About once a month	4			
			Quarterly	4			
<del></del>		lun .:	A few times a year or less		5 5 1 0	<b>.</b>	<del>  ,,  </del>
EDO02687		What is your age?	17 and under		Radio button, one-up vertical	single	Y
			18-24				
			25-34				
			35-44				
			45-54				
			55-64				
			65 and over				
			I prefer not to respond				
EDO02688		Which of these <b>best describes</b> you?	Analyst/Researcher		Drop down, select one	Single	У
			Asset Buyer				
			Auditor				
			Banking Professional				
			Bank Regulator				
			Consultant				
			Consumer/Depositor				
			Finance/Investment Professional				
			Government Employee				
			Investor				
			Lawyer	1			
			Sales Professional				
			Student	1			
			Other	Α			
EDO02689		If answered "Other" above, what other role <b>best describes</b> you? ( <i>Please</i> specify)			Text area, no char limit		n
EDO02690		What is your <b>primary reason</b> for visiting the site today?	Get current FDIC news, announcements & alerts		Drop down, select one	Single	У
			Learn about FDIC	1			
			Review banking laws & regulations				
			Get information on deposit insurance				
			Research and analysis				
			Find financial product information				
			Find information about financial institutions	В			
			Review upcoming conferences & events				
			Learn about careers with FDIC				
			Learn how FDIC examines banks				

FDIC Main V2

MID: Msgl0lhl11sQAFFRl1s5Fg==

Date: 5/7/10

red & strike-through: DELETE
underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING
violet (bold): SKIP-LOGIC

	Skip Logic		Answer Choices			Single or	Required
QID	Label	Question Text	(limited to 50 characters)	Skip to	Type (select from list)	Multi	Ý/N
			Review enforcement decisions and orders				
			Find guidelines, forms or instructions				
			Learn about real estate and asset sales				
			Use consumer assistance				
			Review consumer & community affairs	4			
			Find information about failed banks				
	_		Other	Α	T (511 400 1		
EDO02691	В	What specific information about financial institutions were you looking for?			Text field, <100 char		N
EDO02692	Α	If answered "Other" above, what is your other <b>primary reason</b> for visiting? ( <i>Please specify</i> )			Text area, no char limit		n
EDO02693		How do you primarily look for information on this site?	Used the SEARCH function		Checkbox, one-up vertical	Single	у
			Navigation Menu	-			
			Links within the page				
			Use Quick Links by User				
			Use the Contact Us link				
			Use the HELP link				
			Use the Site Map				
			Send an email through the "Contact Us" email function				
			Call the 1-800 number				
EDO02694		Did you <b>find the information</b> that you were looking for today?	Yes		Radio button, one-up vertical	Single	Υ
			No	В			
			Partially	В			
EDO02695	В	Please tell us what specifically were you looking for?			Text area, no char limit		
EDO02696		Did you use the Search feature on FDIC.gov?	Yes	Α	Radio button, one-up vertical	Single	Υ
ED000007		Diagonal describes a company of the description of	No		Dona davia adatas	-11-	_
EDO02697	Α	Please describe your search experience today.	I did not experience any issues with Search		Drop down, select one	single	n
			Returned too many results				
			Returned no results/not enough results				
			Results were not helpful Returned results that were too similar/redundant				
			Could not find 'Help' for search				
			I was not sure what words to use in my search				
			Results were not relevant to my search terms/needs				
			Search speed was too slow				
			Other				
EDO02698	Α	Please describe your navigation experience	I did not experience any navigation issues		Drop down, select one	single	Y
		,	Links/labels are difficult to understand				1
			Could not determine the best link on most pages				
			Could not navigate back to previous information				
			Would often feel lost, not know where I was				
			Had difficulty finding related information				
			Too many links or navigational choices				
			Links did not take me where I expected				
			Had difficulty finding detailed information				
			Had technical difficulties (broken links, error messages)				
			Navigation did not support what I was trying to accomplish				
			Other				
EDO02699		What source brought you to this site?	Search engine		Drop down, select one	Single	¥

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
	Lubei	Question rext	Bookmark/Favorite	Citip to	Type (select ironi iist)	William	
			Another website/link	<b>⊣</b>			
			Brochure				
			Email from my banker	<del>- </del>			
			E-mail from FDIC Online Subscription Service				
			Newspaper article	_			
			Prior experience with FDIC				
			Business Card				
			Social media network (example: Facebook, Twitter, YouTube, etc.)	<b>-</b>			
			Recommendation from friend/family/colleague				
			Other government agency				
EDO03716		Please rank the top 3 factors that brought you to the FDIC website today. (Rank 1 = Most important) Rank 1	Message/recommendation from a friend on a social network		Drop down, select one	Single	Y
			Video I saw on YouTube				
			Internet blogs or discussion forums				Adju
			Advertising on social networks (Facebook, My Space, Twitter)				
			Message directly from the company on a social network				
			Mobile phone text messages or alerts				
			Instant Message from a friend or colleague				
			Search engine				
			Bookmark/Favorite				
			Another website/link				
			Brochure				
			Email from my banker	_			
			E-mail from FDIC Online Subscription Service				
			Newspaper article				
			Prior experience with FDIC	_			
			Business Card	_			
			Other government agency	_			
			Don't know				
ED000747		Death 0	Other		Description and a second	Oin-alla	N.
EDO03717		Rank 2	Message/recommendation from a friend on a social network Video I saw on YouTube		Drop down, select one	Single	N
							A dia
			Internet blogs or discussion forums  Advertising on social networks (Feesback, My Speed, Twitter)	_			Adju
			Advertising on social networks (Facebook, My Space, Twitter)  Message directly from the company on a social network	_			
			Mobile phone text messages or alerts	-			
			Instant Message from a friend or colleague	_			
			Search engine	_			
			Bookmark/Favorite				
			Another website/link	_			
			Brochure	_			
			Email from my banker				
			E-mail from FDIC Online Subscription Service				
			Newspaper article				
			Prior experience with FDIC				
			Business Card				
			Other government agency				
			Don't know				
			Other				

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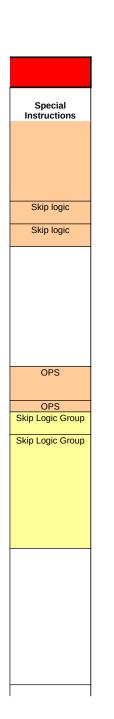
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
EDO03718		Rank 3	Message/recommendation from a friend on a social network		Drop down, select one	Single	N
			Video I saw on YouTube	1			
			Internet blogs or discussion forums	1			Adju
			Advertising on social networks (Facebook, My Space, Twitter)				
			Message directly from the company on a social network				
			Mobile phone text messages or alerts				
			Instant Message from a friend or colleague				
			Search engine				
			Bookmark/Favorite	1			
			Another website/link				
			Brochure				
			Email from my banker				
			E-mail from FDIC Online Subscription Service				
			Newspaper article				
			Prior experience with FDIC				
			Business Card				
			Other government agency				
			Don't know				
			Other				
EDO03719		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)			Text area, no char limit		N
EDO02700		Do you use an <strong>RSS news reader</strong> ?	Yes		Radio button, one-up vertical	Single	Y
			No				
			Not sure				
EDO02701		<strong>What social media site</strong> do you use most often?	You Tube		Drop down, select one	Single	Y
			Twitter				
			Facebook				
			Linkedin				
			Del.icio.us	1			
			Other	1			
			I don't use any	1			
EDO02702		If you are not <b>primarily</b> using the FDIC website as your resource to gather information, which <b>other website or resource</b> are you using? ( <i>Please specify</i> )			Text area, no char limit	single	n
EDO02703		What is the <b>primary reason</b> for using the above mentioned website or company to gather your information? ( <i>Please specify</i> )			Text area, no char limit	single	n
EDO02704		What <b>other types of information</b> do you think should be available on this site? ( <i>Please specify</i> )			Text area, no char limit	single	n



Skip logic

Skip logic

Skip logic





Rank Group

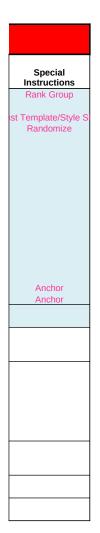
ıst Template/Style S Randomize

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Rank Group

ıst Template/Style Sl Randomize

> Anchor Anchor



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Date: 3/1/2008

FDIC Main V2 CUSTOM QUESTION LIST								
QID	Skip Logic Label	Question Text	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	
CQ0004444		How <b>frequently</b> do you visit this site?		Dropdown (Select-one)	Single	Y		
CQ0004444		Are you a <b>registered user</b> on this site?	А	Radio button, one-up vertical	Single	Y	Randomize	
CQ0004444	Α	Please explain why you do not intend to register?		Text area, no char limit	Single	N		
CQ0004444		What best describes your <b>primary reason</b> for visiting the site today?	B C A	Radio button, one-up vertical	Single	Y		
CQ0004444	Α	Other primary reason		Text area, no char limit	Single	N		
CQ0004444	В	What type of information were you looking for when researching products for the <b>possible inclusion in a design</b> ?		Checkbox, one-up vertical	Multi	Y		
CQ0004444	С	What type of information were you looking for when researching products for the <b>possible inclusion in a design</b> ?		Checkbox, one-up vertical	Multi	Y		

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product information?

Date: 3/1/2008

### **FDIC Main V2 CUSTOM QUESTION LIST** Skip Logic Label Single or Required Special QID **Question Text** Skip to Type (select from list) Multi Ϋ́/N Instructions CQ0004444 How were you primarily **seeking information** on sweets.com? Single Radio button, one-up vertical Α Text field, <100 char CQ0004444 Other reason seeking information Single Ν CQ0004444 Were you able to find what you were looking for today? Radio button, one-up vertical Single В C,D CQ0004444 Why were you **not able to find** what you were looking for? Radio button, one-up vertical Single CQ0004444 Since you could not find what you were looking for, what do you Single Υ Drop down, select one Е CQ0004444 Why were you not sure? Radio button, one-up vertical Single CQ0004444 Drop down, select one Since you were not sure, what do you plan to do next? Single Υ F CQ0004444 Ε What other site(s) do you plan to visit? Text area, no char limit Single Ν CQ0004444 What other site(s) do you plan to visit? Text area, no char limit Single N CQ0004444 What **other sources** do you use to search for construction Multi

Checkbox, one-up vertical